



Making plant-based food easy

and delicious for everyone

ABOUT DELICIOU



OUR MISSION

To make plant-based food easy and delicious for everyone!

OUR STORY

With an aim to make cooking easy, fun and delicious - Deliciou Founder Kjetil (KJ) Hansen was mixing spices and herbs by hand in a small Melbourne kitchen in 2015. He spent almost 8 months blending before finding a winning combination of all natural, GMO free seasoning that tastes just like real bacon! Garnering immense popularity online, the product continued to break barriers after being featured on Shark Tank. Since then, Deliciou has extended its range to **8 plant-based seasonings** and in early 2020 launched the world's first direct-to-consumer shelf-stable **Plant-Based Chicken**.

Now one of Australia's fastest growing startups with +1000% revenue growth in the last 5 years, Deliciou recently secured \$1m from leading Aussie angel investors in order to continue to scale global operations, expand its product offer and deliver on its vision to become the world's biggest plant-based food business.



PLANT-BASED MEATS

An innovative range of dry, shelf-stable plant mix that can be used as the perfect meat substitute in ANY recipe!



- Simply add water & oil to create 400g of delicious and versatile mince!
- Plant-Based Chicken How To Cook Video
- Best PB chicken in terms of taste, texture, versatility and health
- Each serve boasts 20g of plant protein, 3g of fibre
- 90% of Vitamin B12 RDA and more iron than real chicken
- No added salt, sugar or preservatives
- Shelf stable, 12 month product life
- Recyclable packaging
- GMO, soy & cholesterol free
- Pork and Beef launching October / November.



VEGGIE MEAL BASES

A seasoned dry plant mix, offering the perfect meal base in three easy steps - simply combine with items in your pantry to conveniently create a delicious plant-based meal!



- 100% plant-based
- Each serve contains 20g of plant protein, 8g+ of fibre and a great source of iron
- Clean & lean plant protein with no added sugar or preservatives
- Shelf stable with a **12 month product life** and the packaging is **recyclable**
- Launching October.



PLANT-BASED SEASONINGS

Our established range of seasonings that are 100% plant-based, free from nasties and make any meal taste amazing!



- 100% plant-based
- Gluten, cholesterol, soy and GMO free
- No nasties, preservatives or added MSG



MEXICAN RANGE

- Kosher Certified
- Shelf stable 24 month product life
- Fully recyclable packaging



NEW SEASONINGS

THIS WILL

GET YOU

SIZZLING

Highly differentiated seasonings (VEGAN CHEESE to VEGGIE DUST and EVERY THING inbetween!).



PERFECT FOR **DATE NIGHT!**

CHIP CHIP HOORAY

TURN ANYTHING JUST LIKE INTO **BACK AT THE EVERYTHING** RANCH

SPICE UP **YOUR LIFE ARE MADE OF** CHEESE

MAKES SWEET DREAMS MAKE ANYTHING TASTE LIKE VEGGIES CHICKEN TASTE AMAZING





DIGITAL MARKETING CAPABILITY

We have a distinctive marketing capability and engaging content that we can use to target prospective customers in order to drive retail sales of our product through Coles stores.

TARGETED CUSTOMERS

Location:	Age	Gender	Additional Targeting Example 1	Additional Targeting Example 2	Additional Targeting Example 3
United States: 3780 Riverchase Vlg, Hoover (+5 km), 2501 Memorial Pkwy SW, Huntsville (+5 km), 3968 Airport Blvd, Mobile (+5 km), 1450 Taylor Rd, Montgomery (+5 km), 3100 Cahaba Village Plz, Mountain Brook (+5 km) Alabama; 2955 W Ray Rd, Chandler (+5 km), 320 S Cambridge Ln, Flagstaff (+5 km), 4701 N 20th St, Phoenix (+5 km), 1420 W State Route 89A, Sedona (+5 km), 750 S Ash Ave, Tempe (+5 km), 3360 E Speedway Blvd, Tucson (+5 km), 7133 N Oracle Rd, Tucson (+5 km), N Tatum Blvd, Paradise Valley (+5 km) Arizona; 3425 N College Ave, Fayetteville (+5 km),	,	All Genders	inerests - vocusita inerests - uo vegat	Interests - Additional Interests - Whole Road	
			Go Vegan	Whele food	Interests > Additional Interests > Whole Foods Market Detroit
			Interests + Additional Interests > The Vegan Society	Interests - Additional Interests - Wheir Foods Market	Whole Foods Market Debroit
			Particular Particular	Whele Fends Market	Interests - Additional Interests - Whole Foods Market Harbor East
			The Vegan Society.		Whole Foods Market Harbor East
			Interests + Additional Interests > Vecan Recipes	Interests > Additional Interests > Whele Foods Market Austes	

Prospective customers targeted based on their geolocation (<5km of ranged stores), interests (plant-based diet, vegan, H&B) & demographic (age, gender, affluence etc.)





- Media (inspo videos, recipes)
- Tagged to drive sales through Coles

CASE STUDY – WHOLE FOODS DIGITAL MARKETING CAMPAIGN (MAY / JUN)



- 8 week digital marketing campaign (May / June)
- Campaign retail sales +83% (vs. 12WK prior)
- Biggest week (WE 17/05) retail sales +111%
- Base sales +43% (4WK post vs. 12 WK prior)
- With no change in RSP, promo, distribution, feature.



LIFESTYLE & INFLUENCE

Brand Advocates



Tabitha Brown Video

Email Marketing

50k+ Australian email subscribers

Average open rate and click-thru rates above industry benchmarks



04/23/2020

Posts & Videos



Plant-Based Chicken Wrap Recipe Video

Cheesy Bacon Popcorn Video





VEGAN CHICKEN PARM

Social Media Performance

420 million impressions 50 million post engagements 80k post comments 80 million video views 80k active following

News, TV and Radio

2 million+ news reads 750 Shark Tank viewers

Customer Testimonials

4.8/5.0 rating across 4,700+ reviews

04/29/2020

ABSOLUTELY AMAZING

I have done nothing but use these spices in every meal I can. I absolutely love the nacho cheese and have used it to make my own corn chips and mac and choose. Couldn't help but order a new pack to try the others.

Jodie C. 🕏 Verified Buyer Nacho Cheese Seasoning













DELICIOU

PASTA ALFREDO

" this is the most amazing vegan product ever! I will order again

Michael D. 🕏 Verified Buyer Vegan Combo Pack

























Visit our <u>website</u> for more info, recipe inspiration and customer reviews